

This listing of claims will replace all prior versions, and listings, of claims in the application:

1 Claim 1 (currently amended): A system for providing
2 text summarization for use in Web-based content,
3 comprising:

4 a text identifier to determine text responsive to
5 an executed query comprising one or more query terms;

6 a phrase identifier to identify at least one
7 phrase ~~phrases~~ within the text; and

8 a phrase summarizer to summarize at least one of
9 the at least one phrase ~~the phrases~~ into summarized
10 text, ~~comprising~~ the phrase summarizer including+

11 a word marker to mark at least one word in
12 the ~~phrases~~ at least one of the at least one phrase
13 using at least one of (A) a match of the at least one
14 word with at least one word of the executed query, and
15 (B) a format rule,

16 ~~a matcher to match zero or more words in the~~
17 ~~phrases to the query terms,~~ and

18 a word placer to place the at least one ~~of a~~
19 ~~matched word or a~~ marked word into the summarized text
20 subject to space restrictions.

1 Claim 2 (currently amended): A system according to
2 Claim 1, wherein the at least one phrase is ~~phrases~~
3 ~~are~~ identified by content separators evaluated within
4 the text ~~relative to the zero or more words~~.

1 Claim 3 (original): A system according to Claim 2,
2 wherein the content separators comprises at least one

3 of breaking punctuation, parenthetical text and
4 breaking prepositions.

1 Claim 4 (currently amended): A system according to
2 Claim 2, further comprising:

3 a phrase matcher to match ~~the zero or more words~~
4 ~~to the query terms~~ at least one word in the at least
5 one of the at least one phrase with at least one word
6 of the executed query independent of at least one of
7 case and suffixes.

1 Claim 5 (currently amended): A system according to
2 Claim 2, further comprising:

3 a word locator to locate at least one significant
4 word situated relative to one such matched word within
5 the at least one phrase, and to place the at least one
6 significant word into the summarized text subject to
7 space restrictions.

1 Claim 6 (currently amended): A system according to
2 Claim 5, further comprising:

3 a word marker to mark one or more unplaced words
4 situated relative to one or more matched words and the
5 at least one significant word within the at least one
6 phrase, and to place one or more marked words or
7 matched words into the summarized text subject to
8 space restrictions.

1 Claim 7 (original): A system according to Claim 6,
2 further comprising:

3 a word selector to select the marked words in one
4 of right-to-left and left-to-right order.

1 Claim 8 (currently amended): A system according to
2 Claim 1, wherein the at least one phrase is ~~phrases~~
3 are identified by parts of speech determined by
4 tagging the parts of speech within the text.

1 Claim 9 (original): A system according to Claim 8,
2 further comprising:
3 a word dropper to drop one or more words situated
4 relative to a grammatical phrase boundary.

1 Claim 10 (original): A system according to Claim 9,
2 further comprising:
3 a word adder to add one or more words situated
4 relative to one or more non-dropped words.

1 Claim 11 (original): A system according to Claim 9,
2 further comprising:
3 a boundary identifier to determine the
4 grammatical phrase boundary based on at least one of
5 one or more predetermined punctuation marks and a
6 prepositional phrase.

1 Claim 12 (original): A system according to Claim 11,
2 wherein the predetermined punctuation marks comprise
3 at least one of a hyphen, colon and parenthesis.

1 Claim 13 (original): A system according to Claim 8,
2 further comprising:
3 a word selector to select one or more words
4 situated relative to a grammatical phrase boundary,
5 wherein the word comprises one of a rightmost proper
6 noun, a regular noun immediately following the
7 rightmost proper noun, and a regular noun if the

8 rightmost proper noun is not found, and to place the
9 one or more selected words into the summarized text
10 subject to space restrictions.

1 Claim 14 (original): A system according to Claim 1,
2 further comprising:

3 a confidence level associated with summarized
4 text; and

5 an evaluator to evaluate a quality of the
6 summarized text based on the confidence level.

1 Claim 15 (original): A system according to Claim 14,
2 further comprising:

3 an adjuster to adjust the confidence level
4 relative to one or more dropped words.

1 Claim 16 (original): A system according to Claim 1,
2 wherein at least one word comprises a compound word
3 comprising a plurality of individual words.

1 Claim 17 (original): A system according to Claim 1,
2 further comprising:

3 a case normalizer to normalize the case for
4 letters occurring in each of the zero or more phrases.

1 Claim 18 (original): A system according to Claim 1,
2 wherein the text comprises at least one of an
3 advertisement, search results and Web content.

1 Claim 19 (original): A system according to Claim 1,
2 wherein the text comprises non-Web content.

1 Claim 20 (original): A system according to Claim 1,
2 further comprising:

3 a text placer to place the summarized text in at
4 least one of an advertising creative, summarized
5 search results and summarized Web content.

1 Claim 21 (original): A system according to Claim 1,
2 further comprising:

3 a text placer to place the summarized text into
4 at least one of a table cell and column entry.

1 Claim 22 (currently amended): A method for providing
2 text summarization for use in Web-based content,
3 comprising:

4 determining text responsive to an executed query
5 comprising one or more query terms and identifying at
6 least one phrase ~~phrases~~ within the text; and

7 summarizing at least one of the at least one
8 phrase ~~the phrases~~ into summarized text, ~~comprising~~
9 the act of summarizing including+

10 marking at least one word in the ~~phrases~~ at
11 least one of the at least one phrase using at least
12 one of (A) a match of the at least one word with at
13 least one word of the executed query, and (B) a format
14 rule,+

15 ~~matching zero or more words in the phrases~~
16 ~~to the query terms,~~ and

17 placing the at least one ~~of a matched word~~
18 ~~or a~~ marked word into the summarized text subject to
19 space restrictions.

1 Claim 23 (currently amended): A method according to
2 Claim 22, further comprising:

3 identifying the at least one phrase ~~phrases~~ by
4 content separators evaluated within the text ~~relative~~
5 ~~to the zero or more words.~~

1 Claim 24 (original): A method according to Claim 23,
2 wherein the content separators comprises at least one
3 of breaking punctuation, parenthetical text and
4 breaking prepositions.

1 Claim 25 (currently amended): A method according to
2 Claim 23, further comprising:
3 matching ~~the zero or more words to the query~~
4 ~~terms~~ at least one word in the at least one of the at
5 least one phrase with at least one word of the
6 executed query independent of at least one of case and
7 suffixes.

1 Claim 26 (currently amended): A method according to
2 Claim 23, further comprising:
3 locating at least one significant word situated
4 relative to one such matched word within the at least
5 one phrase; and
6 placing the at least one significant word into
7 the summarized text subject to space restrictions.

1 Claim 27 (currently amended): A method according to
2 Claim 26, further comprising:
3 marking one or more unplaced words situated
4 relative to one or more matched words and the at least
5 one significant word within the at least one phrase;
6 and

7 placing one or more marked words or matched words
8 into the summarized text subject to space
9 restrictions.

1 Claim 28 (original): A method according to Claim 27,
2 further comprising:

3 selecting the marked words in one of right-to-
4 left and left-to-right order.

1 Claim 29 (currently amended): A method according to
2 Claim 22, further comprising:

3 identifying the at least one phrase ~~phrases~~ by
4 parts of speech determined by tagging the parts of
5 speech within the text.

1 Claim 30 (original): A method according to Claim 29,
2 further comprising:

3 dropping one or more words situated relative to a
4 grammatical phrase boundary.

1 Claim 31 (original): A method according to Claim 30,
2 further comprising:

3 adding one or more words situated relative to one
4 or more non-dropped words.

1 Claim 32 (original): A method according to Claim 30,
2 further comprising:

3 determining the grammatical phrase boundary based
4 on at least one of one or more predetermined
5 punctuation marks and a prepositional phrase.

1 Claim 33 (original): A method according to Claim 32,
2 wherein the predetermined punctuation marks comprise
3 at least one of a hyphen, colon and parenthesis.

1 Claim 34 (original): A method according to Claim 30,
2 further comprising:
3 selecting one or more words situated relative to
4 a grammatical phrase boundary, wherein the word
5 comprises one of a rightmost proper noun, a regular
6 noun immediately following the rightmost proper noun,
7 and a regular noun if the rightmost proper noun is not
8 found; and
9 placing the one or more selected words into the
10 summarized text subject to space restrictions.

1 Claim 35 (original): A method according to Claim 22,
2 further comprising:
3 associating a confidence level with summarized
4 text; and
5 evaluating a quality of the summarized text based
6 on the confidence level.

1 Claim 36 (original): A method according to Claim 35,
2 further comprising:
3 adjusting the confidence level relative to one or
4 more dropped words.

1 Claim 37 (original): A method according to Claim 22,
2 wherein at least one word comprises a compound word
3 comprising a plurality of individual words.

1 Claim 38 (original): A method according to Claim 22,
2 further comprising:
3 normalizing the case for letters occurring in
4 each of the zero or more phrases.

1 Claim 39 (original): A method according to Claim 22,
2 wherein the text comprises at least one of an
3 advertisement, search results and Web content.

1 Claim 40 (original): A method according to Claim 22,
2 wherein the text comprises non-Web content.

1 Claim 41 (original): A method according to Claim 22,
2 further comprising:
3 placing the summarized text in at least one of an
4 advertising creative, summarized search results and
5 summarized Web content.

1 Claim 42 (original): A method according to Claim 22,
2 further comprising:
3 placing the summarized text into at least one of
4 a table cell and column entry.

1 Claim 43 (original): A computer-readable storage
2 medium holding code for performing the method
3 according to Claim 22.

1 Claim 44 (currently amended): An apparatus for
2 providing text summarization for use in Web-based
3 content, comprising:
4 means for determining text responsive to an
5 executed query comprising one or more query terms and
6 means for identifying at least one phrase ~~phrases~~
7 within the text; and
8 means for summarizing at least one of the at
9 least one phrase ~~the phrases~~ into summarized text,
10 ~~comprising the means for summarizing including~~

11 means for marking at least one word in the
 12 ~~phrases~~ at least one of the at least one phrase using
 13 at least one of (A) a match of the at least one word
 14 with at least one word of the executed query, and (B)
 15 a format rule,
 16 ~~means for matching zero or more words in the~~
 17 ~~phrases to the query terms,~~ and
 18 means for placing the at least one ~~of a~~
 19 ~~matched word or a~~ marked word into the summarized text
 20 subject to space restrictions.

1 Claim 45 (currently amended): A system for building
 2 Web-based advertising creatives, comprising:
 3 an advertising server to identify at least one
 4 item description responsive to an executed query
 5 comprising one or more query terms;
 6 a phrase identifier to extract a name from the
 7 item description and to identify at least one phrase
 8 ~~phrases~~ within the name; and
 9 a phrase summarizer to summarize at least one of
 10 the at least one phrase ~~the phrases~~ into an
 11 advertising creative, ~~comprising~~ the phrase summarizer
 12 including
 13 a word marker to mark at least one word in the
 14 ~~phrases~~ at least one of the at least one phrase using
 15 at least one of (A) a match of the at least one word
 16 with at least one word of the executed query, and (B)
 17 a format rule,
 18 ~~a matcher to match zero or more words in the~~
 19 ~~phrases to the query terms,~~ and

20 a word placer to place the at least one ~~of a~~
21 ~~matched word or a~~ marked word into the advertising
22 creative subject to space restrictions.

1 Claim 46 (original): A system according to Claim 45,
2 further comprising:

3 a description identifier to retrieve a
4 description from the item description and to
5 supplement the advertising creative with the
6 description subject to space restrictions.

1 Claim 47 (original): A system according to Claim 46,
2 further comprising:

3 a description summarizer to summarize the
4 description.

1 Claim 48 (original): A system according to Claim 45,
2 further comprising:

3 a parse tree formed from the item description;
4 a parser to traverse the parse tree for
5 constituents meeting syntactic constraints; and
6 a description identifier to supplement the
7 advertising creative with the constituents subject to
8 space restrictions.

1 Claim 49 (original): A system according to Claim 45,
2 further comprising:

3 a category identifier to retrieve a category name
4 associated with the item description and supplementing
5 the advertising creative with the category name
6 subject to space restrictions.

1 Claim 50 (original): A system according to Claim 49,
2 further comprising:

3 a hierarchy of categories; and
4 a category summarizer to summarize the category
5 name by prepending ancestor categories determined from
6 the hierarchy.

1 Claim 51 (original): A system according to Claim 50,
2 wherein redundant categories are removed from the
3 category name.

1 Claim 52 (original): A system according to Claim 45,
2 further comprising:
3 a confidence level associated with the category
4 name; and
5 a category summarizer to select the category name
6 having a substantially best confidence level.

1 Claim 53 (original): A system according to Claim 45,
2 further comprising:
3 a merchant identifier to retrieve a merchant
4 information from the item description and
5 supplementing the advertising creative with the
6 merchant information subject to space restrictions.

1 Claim 54 (original): A system according to Claim 45,
2 further comprising:
3 a case normalizer to normalize the case for
4 letters occurring in each of the zero or more words.

1 Claim 55 (original): A system according to Claim 45,
2 wherein the item description comprises at least one of
3 structured and unstructured Web content.

1 Claim 56 (original): A system according to Claim 45,
2 wherein the item description comprises at least one of
3 a product description and a service description.

1 Claim 57 (currently amended): A method for building
2 Web-based advertising creatives, comprising:
3 identifying at least one item description
4 responsive to an executed query comprising one or more
5 query terms;

6 extracting a name from the item description;
7 identifying at least one phrase ~~phrases~~ within
8 the name; and

9 summarizing at least one of the at least one
10 phrase ~~the phrases~~ into an advertising creative,
11 ~~comprising~~ the act of summarizing including:

12 marking at least one word in the ~~phrases~~ at
13 least one of the at least one phrase using at least
14 one of (A) a match of the at least one word with at
15 least one word of the executed query, and (B) a format
16 rule,

17 ~~matching zero or more words in the phrases~~
18 ~~to the query terms,~~ and

19 placing the at least one of ~~a matched word~~
20 ~~ex a~~ marked word into the advertising creative subject
21 to space restrictions.

1 Claim 58 (original): A method according to Claim 57,
2 further comprising:

3 retrieving a description from the item
4 description; and

5 supplementing the advertising creative with the
6 description subject to space restrictions.

1 Claim 59 (original): A method according to Claim 58,
2 further comprising:
3 summarizing the description.

1 Claim 60 (original): A method according to Claim 57,
2 further comprising:
3 forming the item description into a parse tree;
4 traversing the parse tree for constituents
5 meeting syntactic constraints; and
6 supplementing the advertising creative with the
7 constituents subject to space restrictions.

1 Claim 61 (original): A method according to Claim 57,
2 further comprising:
3 retrieving a category name associated with the
4 item description; and
5 supplementing the advertising creative with the
6 category name subject to space restrictions.

1 Claim 62 (original): A method according to Claim 61,
2 further comprising:
3 defining a hierarchy of categories; and
4 summarizing the category name by prepending
5 ancestor categories determined from the hierarchy.

1 Claim 63 (original): A method according to Claim 62,
2 further comprising:
3 removing redundant categories from the category
4 name.

1 Claim 64 (original): A method according to Claim 57,
2 further comprising:

3 associating a confidence level with the category
4 name; and
5 selecting the category name having a
6 substantially best confidence level.

1 Claim 65 (original): A method according to Claim 57,
2 further comprising:

3 retrieving a merchant information from the item
4 description; and
5 supplementing the advertising creative with the
6 merchant information subject to space restrictions.

1 Claim 66 (original): A method according to Claim 57,
2 further comprising:

3 normalizing the case for letters occurring in
4 each of the zero or more words.

1 Claim 67 (original): A method according to Claim 57,
2 wherein the item description comprises at least one of
3 structured and unstructured Web content.

1 Claim 68 (original): A method according to Claim 57,
2 wherein the item description comprises at least one of
3 a product description and a service description.

1 Claim 69 (original): A computer-readable storage
2 medium holding code for performing the method
3 according to Claim 57.

1 Claim 70 (currently amended): An apparatus for building
2 Web-based advertising creatives, comprising:

3 means for identifying at least one item description
4 responsive to an executed query comprising one or more
5 query terms;

6 means for extracting a name from the item
7 description;
8 means for identifying at least one phrase ~~phrases~~
9 within the name; and
10 means for summarizing at least one of the at least
11 one phrase ~~the phrases~~ into an advertising creative,
12 ~~comprising~~ the means for summarizing including+
13 means for marking at least one word in the
14 ~~phrases~~ at least one of the at least one phrase using at
15 least one of (A) a match of the at least one word with at
16 least one word of the executed query, and (B) a format
17 rule, +
18 ~~means for matching zero or more words in the~~
19 ~~phrases to the query terms; and~~
20 means for placing the at least one ~~of a matched~~
21 ~~word or a~~ marked word into the advertising creative
22 subject to space restrictions.